



MWR THEME OPERATIONS

October 2006

Welcome

Let's talk coffee, yes...coffee. Did you know that coffee represents 75% of all caffeine consumed in the United States? For the past ten years, the general trend has been an increase in the number of coffee drinkers on a daily and occasional basis. The majority of these new drinkers have appeared in the occasional category. In fact, since 1991 there are about 25 million new occasional drinkers, compared with a couple million new daily drinkers. This is likely due to the large variety of new coffee products that have been introduced into the marketplace by roasters and retailers in the instant, whole bean, roast and ground, and prepared beverage sectors.

A short time ago, the coffee menu in the U.S. could be described as a plain cup of "Joe"; a company's signature blend of regular; or decaf and instant. Today, that selection has been vastly expanded to include a dozen types of roasts, another dozen varietals, and another dozen types of flavored coffees, not to mention four types of espresso-based drinks plus iced and cold coffee beverages, both prepared and bottled. The future of coffee consumption in the U.S. is very positive, with opportunities that provide avenues of major growth, as the enormous pool of occasional consumers are primed for transformation into daily drinkers.

So if you're not capturing your share of the coffee market, what's holding you back? Are you simply overwhelmed or don't have a clue about how to develop a successful coffee program. In case you didn't know we've already done all the research and work for you. We're extremely confident that our newest brand Java Café might be just the solution you've been looking for. Please give us a call (Barry Pinsky at 703.681.5231) and let us share with you the different coffee programs and options we currently have available and ready for delivery.

By the way if you're interested in learning more about coffee trends, there's additional great reading contained on page 6. Enjoy!

Here's wishing you all the best of success!

Roger Weger
Chief, Food Services Division

Upcoming Grand Openings

We currently have one scheduled Grand Opening at Fort Dix, NJ (Java Café on 5 October). Look for this story and more in our November edition of E-News. (POC: Trace Kea (703) 681-5255 or e-mail: Trace.Kea@cfsc.army.mil)



Let's talk **PICKLE**, shall we?

Say the following 3 times as fast as you can...

Unit 1 picked a perpetual PICKLE to propagate proper program performance!

This little tongue twister got you tied up?

No worries....here's the message: Like **Unit 1** did, identify what you do best.....that's your PICKLE, and let's make your PICKLE part of your guest service training process to enhance your business results. Fair enough?

Philly Cheese Steaks happens to be **Unit 1's** all-important PICKLE, the true point-of-difference from their particular competitors and one in which their team member training program can be further tailored. In their case we'll want to drive home to all current and new team members how important Philly Cheese Steaks are to the success of their operation. Whether your PICKLE is Philly Cheese Steaks, free sundaes for kids, or free bowling at lunchtime makes little difference. Identify what it is so we can make it a part of your training program.

So, how does **Unit 1** drive home to all new team members the importance of their PICKLE....Philly Cheese Steaks? Quite simply, they do that through the fundamental hands-on training that all new team members must undergo. If you want to make your PICKLE become ingrained as part of your business culture like **Unit 1** did with Philly Cheese Steaks, it must become part of your core team member training process. In this way, we're linking our success to not only what we do well, but also to the all-important consistency in which we deliver those products and services.

Unit 1 will now make it a specific point to ensure that through their team member training program, the quality of their PICKLE....those Philly Cheese Steaks, are delivered consistently to their guests each and every time.

Now, don't get me wrong here. That doesn't mean you're locked into being good at a single menu item or any one aspect of your business, we should always strive to be the very best in all areas of our operation. However, what it does mean is that if we expect to be successful, product and service consistency are non-negotiable. We must produce a consistent PICKLE and we do that when it is fully supported by a consistent team member training program.

Tune into next month's edition as we'll discuss how to improve your service consistency as an essential element of your guest service training program.

Until then, here's wishing you positive PICKLE experiences! See you right here next month....same PICKLE time, same PICKLE channel! (POC: Brad Puterbaugh (703) 508-2593 or email: Brad.Puterbaugh@cfsc.army.mil)

Getting Back to Basics: Proper Portioning Control

Proper product portioning is one of the most important activities in any restaurant. It effects our guests' experience, food quality and food cost. Standardized recipes, portion sizes, and equipment are important in achieving good cost control.

When someone receives a smaller or larger portion each time they order the same menu item, guests notice and their thoughts can range from getting a good value for money spent to one of feeling cheated.

Standard portions help insure everyone gets exactly the same serving size. Its' important not only in cost control, but in guest satisfaction as well. Portion control can be achieved through weighing or using standard scoops, spoons, measuring tools, and ladles.

A recipe becomes standardized after it's been tested many times. The exact procedure for preparation and cooking is specified. During the preparation process, inaccurate quantities of ingredients in a recipe can alter the food's flavor, texture, looks, and cost. To be sure each serving is the same; portions are measured by weight on a portion scale, by volume with a ladle, scoop, measuring spoons or cups, and by the piece or each. Portion control is a critical factor in determining the financial success of any business.

The following is an example of how over portioning can affect your cost:

Let's take a 17" Cheese Pizza (one of MWR Theme Operations most popular menu items). The listing below shows the ingredients and their costs. By adding 2 ounces more cheese to a pizza than the recipe states, it can really affect your bottom line. (Please note all figures have been rounded up.)

<u>INGREDIENT</u>	<u>QTY</u>	<u>UNIT</u>	<u>COST</u>	<u>% of COST</u>
Olive Oil Blend	¼	ounce	0.01	0.32%
Pizza Dough - Large 26 oz	1	each	1.20	37.85%
Cheese Pizza, 5 Blend	10	ounces	1.68	52.99%
Sauce, Pizza	9	ounces	0.28	8.83%

Sell Price: \$10.95 Cost: \$3.17 Gross Profit: \$7.78 Cost of Goods %: 29%

Now over portion the cheese by 2 ounces on that same pizza and see what happens!

<u>INGREDIENT</u>	<u>QTY</u>	<u>UNIT</u>	<u>COST</u>	<u>% of COST</u>
Olive Oil Blend	¼	ounce	0.01	0.28%
Pizza Dough - Large 26 oz	1	each	1.20	34.30%
Cheese Pizza, 5 Blend	12	ounces	2.01	57.40%
Sauce, Pizza	9	ounces	0.28	8.00%

Sell Price: \$10.95 Cost: \$3.50 Gross Profit: \$7.45 Cost of Goods %: 32%

There is a difference (loss) of (\$.33) in cost per pizza made, (\$.33) in gross profit per pizza sold, and a Cost of Goods % increase of (3 percentage points) directly to your bottom line. All these figures are LOSSES and appear small on a per pizza basis but look at the big picture. If you sold 20 pizzas a day the losses in dollars would be \$6.60 per day, \$46.20 per week, \$198.00 per month, and approximately \$2,400.00 per year. ***Please note this is an example of only one ingredient being slightly over-portioned on only one menu item!***

The bottom line is: protect your bottom line with proper portion controls. Improvements in portion control will result in a lower food cost, healthier bottom line, consistent product that your guests' perceive as a value for their dollar spent and will come back time and time again. (POC: Anthony Marko (703) 681-3818 or e-mail: Anthony.Marko@cfsc.army.mil)

Test Your ServSafe Knowledge (See Page 7 for Answers)

1. Foodborne micro-organisms grow well at temperatures between
 - a) 32 degrees Fahrenheit and 70 degrees Fahrenheit.
 - b) 38 degrees Fahrenheit and 155 degrees Fahrenheit.
 - c) 41 degrees Fahrenheit and 135 degrees Fahrenheit.
 - d) 70 degrees Fahrenheit and 165 degrees Fahrenheit.
2. Which condition does not typically support the growth of microorganisms?
 - a) Moisture.
 - b) Protein.
 - c) Time.
 - d) High Acidity.
3. The type of illness that results when a person eats food containing pathogens, which then grow in the intestines and cause illness, is called a
 - a) Foodborne infection.
 - b) Foodborne intoxication.
 - c) Foodborne toxin-mediated infection.
 - d) Foodborne gastroenteritis.

Transitions October 2006

Ms. Virginia Gouin joins the CFSC Business Programs Directorate, Food Service Division, as our Information Specialist. Virginia holds a Masters Degree in Human Relations from the University of Oklahoma, and a Business Management Degree in Marketing from the Polytechnic University of Philippines. She has a myriad of both civilian and government sector work experience, and her duties have included assignment as a Management Analyst, Plans, Analysis and Integration Office, Stuttgart, Germany, and also as the Chief of Marketing and Advertising at Fort Dix, NJ.

Mr. Ronnie King, Bowling Center/Strike Zone Manager, Twin Oaks Bowling Center, Fort Sill, OK. Ronnie recently assumed management responsibility for the Strike Zone snack bar where he's been the current Bowling Center Manager for the past 2 years. Prior to this he was the bowling Pro-Shop Manager for 3 years. Ronnie is a tremendous bowler, having rolled 14-300 games in his lifetime. He is anxious to make the Strike Zone the best in the Army, and has said; "food in a bowling center is just as important as the bowling, and the two go hand-in-hand... my Strike Zone will be the best".

Primo's XTREME Pizza: 22 Inches of Pure Eating Enjoyment!

On August 25, 2006, the newest addition to the MWR Theme's Operations family, a combination Java Café and Primo's Express opened at Fort Sill's "Impact Zone" Community Club. One highlight was the introduction of Primo's first ever 22 inch "XTREME" pizza as a regular menu offering.

It was simply by chance this monster 22 inch pizza was created. This location had been an AAFES Godfather's Pizza outlet and after it closed the club assumed control of the existing kitchen equipment. One piece of the equipment left behind was a very large conveyor pizza oven. Since we'd never used a pizza oven of this size, our Chef's Barry Pinsky, Roger Disbrow, and Tony Marko figured this was a great opportunity to create the Army's largest pizza ever to be offered as a regular menu item. Thus, the Primo's 22 inch "XTREME" Pizza was born.



(L to R) Chef Roger Disbrow and Roger Weger, Chief, Food Services Division CFSC, show off Primo's 22" XTREME pizza

From the first day it was offered, the 22 inch pizza has been a big hit with soldiers at Fort Sill. According to Ms. Christine Eckenroth, Facility Manager, a day hasn't gone by without folks purchasing these monster Primo's pizza's. Guest comments have been "This gigantic pizza tastes as good as the regular Primo's Pizza and I get so much more to eat and share with my friends."

The 22 inch "XTREME" pizza continues to be a home-run at Fort Sill. The local installation Marketing Department has already developed several promotions and ads to support its continued popularity. (POC: Jerry Simmons (703) 508-2536 or e-mail: Jerry.Simmons@cfsc.army.mil)

Special Events: Fantasy Football 2006

Fantasy Football 2006 is ongoing at (12) CONUS facilities. Facilities that use the fantasy sports machine as a business tool to drive more customers into their facility can benefit financially this football season. The fantasy sports machine runs the fantasy sports leagues automatically but it does require involvement from managers to go the extra step. Managers that take 5 minutes out of their day to send an email blast out to their customer base advertising about upcoming sports viewing parties should reap substantial financial gains. The machine can also print a controlled coupon so that managers dictate frequency of release and expiration dates. The fantasy sports machine has proven itself to be popular with our MWR guests. Now it's the managers turn to make the machine their 12th man on the field this football season. To find out more about the 2006 Fantasy Football promotion log onto www.mwrpromotions.org in order to view the guide book and official rules. (POC: Kristen Kea (703) 428-6119 or e-mail: Kristen.Kea@cfsc.army.mil)



Texas Hold 'Em



CFSC Business Programs Events Division recently conducted a pilot Texas Hold 'Em tournament at (4) installations during July and August 2006. The promotion ran smoothly at each of the installations that participated; Camp Red Cloud Korea, Fort Leonard Wood MO, Fort McCoy WI and Fort Carson CO. Thanks to the managers at each of these installations who provided

feedback on official rules, training dealers, and also the level of support needed. Interested installations should look for more information about the 2007 Texas Hold 'Em Tournament coming out in late October. The first 50 installations to submit their completed



applications will get to participate. It's a great method to bring people in your operation while at the same time having a great time playing today's hottest game! (POC: Doriann Fengler (703) 428-6089 or e-mail Doriann.Fengler@cfsc.army.mil)

For more information about these promotions and upcoming promotions from Events Division, check out www.mwrpromotions.org

Promotions

Look Closely—Hear That Squeak? A friend recently visited my home and, after entering the front door, he asked me if I had any WD-40. "What.....huh?" I'd heard that squeaky hinge a thousand times and, by now, had stopped hearing it altogether. Not long after that, another person noticed a tangle of cobwebs near the same door and remarked that my place was starting to look like a haunted house. Squeaky doors, cobwebs...what luck! It's only September and I'm all ready for Halloween. Ha ha...

Now, take this idea and see if any part of your own facility is starting to look neglected—especially your promotional displays. Are your wall-mounted and floor-stand poster frames in good shape? Maybe they need replacing altogether. Tattered and dirty point-of-sale (POS) materials make the rest of your unit look shabby and neglected. For those of you who have Alive Promo screens, are the stands and screen spotless? Are they positioned so that customers can see them? Are you displaying the correct promotion? If you have outdated posters or stacks of flyers, get rid of them. Now, please!

Walk through your facility today with fresh eyes and see what your guest sees. Better yet--four eyes are better than two--take someone with you. Everything your guest sees should be fresh and crisp; from your salads to your POS materials. If you need replacements or updated POS items, your Area Manager can help.

Don't forget that you can order free LTOs promotion kits on our website at www.prafulfillment.com. There's a variety of promotions that you can use any time you like. Some managers play it smart by ordering a group of different promotions at one time to keep at the ready when needed. Remember, the LTOs can be substituted if a seasonal promotion isn't working out for you. (POC: Sharon Bertschi (703) 508-5894 or email: Sharon.Bertschi@cfsc.army.mil)

Coffee Facts & Trends

Did you know that coffee is the number one social drink in the United States? There are over 400 billion cups consumed each year. The basic function of coffee in American society is that it serves as something that people get together for. Coffee is served from dawn till dusk, almost with every meal and one could be considered odd if they refuse a cup.

Every day, more than half of the adult population (about 108.9 million people) drinks coffee, with sixty-six percent of Americans buying their daily coffee outside of their homes. At the end of 2003, the total number of retail coffee shops in the country had reached 17,400, and the market size of coffee grew from \$7.53 billion in 1999 to \$8.96 billion in 2003.

U.S. Quick-serve coffee sales were \$11 billion in 2005. Fifty percent of those sales come from coffee shops such as Starbucks. Of the \$11 billion in coffee sales; \$7 billion was traditional coffee while \$4

billion was in lattes, mochas, cappuccinos and espressos. Coffee sales are expected to grow 7% annually between 2006 and 2009. In 2005, Starbucks made \$4.05 billion in revenue; their closest competitor made only \$145 million in comparison.

Coffee bars attract a young, affluent, and educated crowd. Additionally, coffee bar patrons are 22% more likely than all consumers to be between the ages 18-24 and they are 28% more likely than the average American adult to be single.

Seen perhaps as a trend, out-of-home coffee drinking is moving beyond the restaurant, cafe and convenience store setting. Coffee shops nestled inside public libraries are becoming quite popular, with libraries all across the United States now having coffee shops. Many colleges and universities are adding small coffee shops for students to patronize before and after classes. Some major chains, seeing the great potential, now offer their branded coffees at other retailer's locations, such as grocery stores and bookstores. In 2005, Starbucks added 1,147 new stores and in 2006 Starbucks expects to open 1,800 new units. (POC: Trace Kea (703) 681-5255 or email:

Trace.Kea@cfsc.army.mil)

Anniversaries

14 October 2004 – Primo's Express, Manheim, Germany celebrates their 2 year anniversary

20 October 2005 – Strike Zone, Fort Eustis, VA celebrates their 1 year anniversary

30 October 2000 – Lil' Skeeters BBQ, Fort Drum, NY celebrates their 6 year anniversary

Answers to ServSafe Questions

1. c)
2. d) (Foodborne micro-organisms do not typically grow in alkaline or highly acidic foods)
3. a)

Closing Thought

"The ultimate leader is one who is willing to develop people to the point that they surpass him or her in knowledge and ability"... Fred A. Manske, Jr.



Visit us on the web: www.armythemes.org